DOCUMENT RESUME

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TITLE	Master Control--How Kids Can Control the Impact of TV, and Enjoy It More Than Ever! A Classroom Guide.
PUB DATE	94
NOTE	48p.
AVAILABLE FROM	Continental Cablevision, The Pilot House, Lewis Wharf, Boston, MA 02110 (video, classroom guide, and "Better Viewing" guide free to educators while supplies last; $9.50 for non-educators).
PUB TYPE	Guides - Non-Classroom Use (055)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	Audience Response; Class Activities; *Critical Viewing; Elementary Secondary Education; Family Involvement; Mass Media Use; *Television Viewing; *Visual Literacy
IDENTIFIERS	*Television Literacy

ABSTRACT

This classroom guide and "Better Viewing" guide accompany a 28-minute videotape on television literacy called "Master Control." The classroom guide explains the purpose behind the video, pointing out that "Master Control" is not about doing away with TV, but about a youngster's getting the most out of his or her TV viewing time. The guide relates some things to know before viewing the video, explains how to use "Master Control" with the class, contains an illustrated "tube test," deals with the business of television, discusses entertainment programming, and concludes with a list of resources for parents and teachers. The "Better Viewing Guide: Your Family Guide to Television Worth Watching" is in magazine format and contains articles entitled: (1) "Good TV, Bad TV"--taking charge of personal viewing habits; (2) "Yes, It Can Be Done"--a "real" family takes charge of TV; (3) "Make Your Own TV"--video production, from school project to family activity; (4) "The Learning Tool"--teachers using cable creatively in school; and (5) "Your Guide to Better Viewing"--divided into sections on preschool, elementary school, middle and high school, and adult viewing. (NKA)

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